

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

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(716) 634-9232
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August 21, 1997

RJR Account #332520

Mr. A. Grass
KEYSTONE TOBACCO

WINSTON B2GF CAP / PROMOTION #700927

Dear Alan:

WINSTON regular product has been ordered (see quantities listed below), as well as 15 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u>	<u>Case</u>	
	<u>Brand Style</u>	<u>Size</u>	<u>#/ Cases</u>
12300-11212	Full Flavor Box	12M	1

Product / Premium Arrival: September 15, 1997

Ship Date to Retail: Week of: September 23, 1997

SKU CUBE: 2.5480

SKU WT (w/o Product): 8.2000 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Full Price Cartons

EFT \$ Amount: \$N/A

Non-EFT \$ Amount: \$709.17

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-2-

B2GFP

KEYSTONE TOBACCO

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (1 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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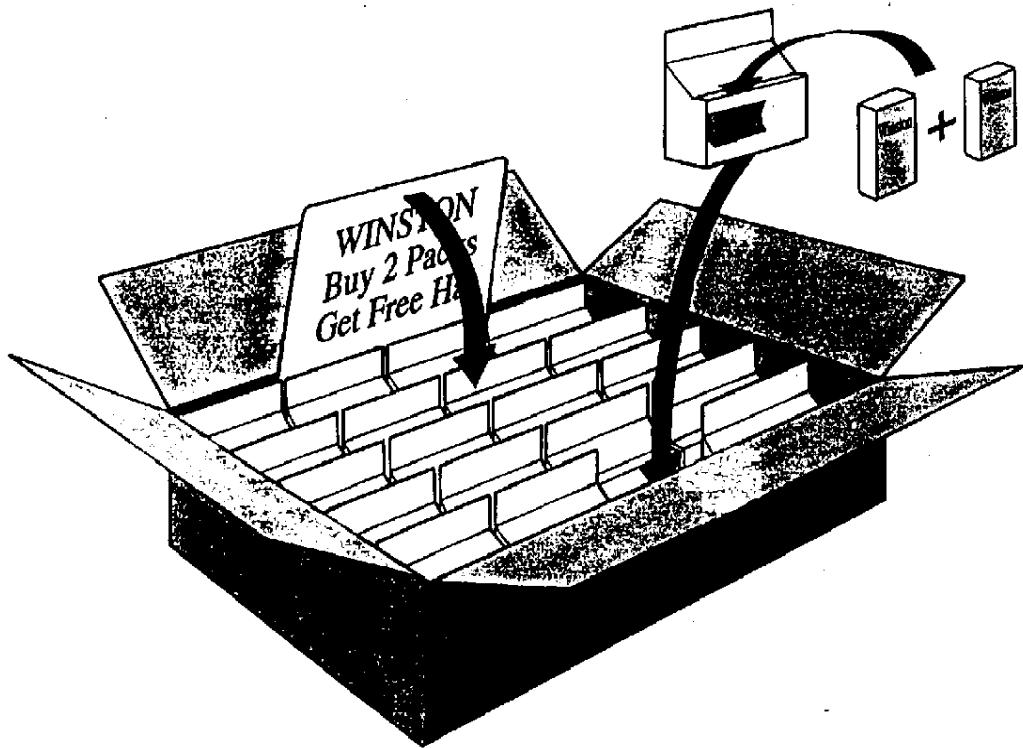
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	<i>full FLAVOR Box</i>						
Number of Cartons	<i>4</i>						

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The right premium cigarettes caps everything off.

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



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No additives in the smokes.
Lots of additives in
your cash register.

PAGE: 12
TIME: 03:12 PM
DATE: 97-08-11
WHOLESALER : 332520 KEYSSTONE TOBACCO CO., INC. (DIRECT)
TEMPERATE : 700927 71000 WIN OCT HAT
SALES LEVEL : 16XXXX
WORKPLAN VAP TEMPALATE LISTING

TERM RETAIL ACC#	NAME	ADDRESS	CITY	ST ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204 162226 763325 ANGEL MARKET #1	254 CHENANGO ST	BINGHAMTON	NY 13901	1					
162204 162226 633445 EAST MART	1304 NORTH STREET	ENDICOTT	NY 13760	1					
162204 162226 714966 HIGHWAY #3279	GEORGE F HIGHWAY	ENDWELL	NY 13760	2					
162204 162226 762325 PARLOR CITY SMK	SHO 46 COURT ST	BINGHAMTON	NY 13901	1					
162204 162226 762326 WEST SIDE MINI MART	96 MAIN ST	BINGHAMTON	NY 13905	1					
162204 162226 762326 WEST SIDE MINI MART #3276	357 STATE ST	BINGHAMTON	NY 13901	5	NVS				
162204 162226 763827 HESS #3276	1206 VESTAL AVE	BINGHAMTON	NY 13903	3	NVS				
162204 162226 711103 QUALITY MARKET	W. MAIN & RT 44	APALACHIN	NY 13732	1	NVS				
162605 058682 SWEENEY'S MARKET	W. MAIN & RT 44	APALACHIN	NY 13732	1	NVS				

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 15

TEMPALATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 15